

CONFERENCE SCHEDULE

SATURDAY, MAY 14

12:00 pm – 5:00 pm

THINK Registration
CO-OP Experience “Idea Lab”
Cyber Café

SUNDAY, MAY 15

10:00 am – 5:00 pm

THINK Registration
CO-OP Experience “Idea Lab”
Cyber Café

1:00 pm – 2:00 pm

THINK Impact Session #1
• Emerging Technologies and Trends to Combat Card Fraud—Trillium Room A
• Social CRM—Loyalty Marketing 2.0—Trillium Room B
• Leveraging Cloud Computing in Your Credit Union to Reduce IT Costs and Increase Efficiency—Trillium Room C

2:00 pm – 2:15 pm

Break

2:15 pm – 3:15 pm

THINK Impact Session #2
• Grassroots Membership Growth—Boots in the Dirt—Trillium Room A
• Progressive Payment Trends: The Gateway to Credit Union Growth—Trillium Room B
• New Payment Legislation (Durbin and Beyond)—Trillium Room C

3:15 pm – 3:30 pm

Break

3:30 pm – 4:30 pm

THINK Impact Session #3
• Analytics to Drive a World Class Debit Program—Trillium Room A
• Building Loyalty: In & Out—Trillium Room B
• Uncovering the Hidden Loan Potential of Your Less-Engaged Members—Trillium Room C

6:00 pm – 6:15 pm*

Gather for Group Escorted Walk by Disney Cast Members to Welcome Reception

Sequoia South Foyer

6:15 pm – 6:30 pm

Walk into Disneyland® Park

6:30 pm – 8:00 pm

Welcome Reception

Inside Disneyland® Park. Dinner on own.

MONDAY, MAY 16

6:00 am – 4:00 pm

THINK Registration
CO-OP Experience “Idea Lab”
Cyber Café

7:00 am – 4:00 pm

8:00 am – 8:30 am

Welcome and Kick-Off:
CO-OP’s Caroline Lane, Sr. VP, Business Development and Marketing, and Samantha Paxson, VP, Marketing
Valerie Morris, THINK 11 MC, former CNN anchor & financial journalist

8:30 am – 9:30 am

Speaker: Sir Ken Robinson, PhD, Creativity and Innovation Expert
“Vision”: *The Element: How finding your passion changes everything in your business.*

9:30 am – 10:00 am

Speaker: Tony Hawk, Pro Skateboard Legend
“Vision”: *Success Via Authenticity.*

10:00 am – 10:15 am

Break

10:15 am – 11:30 am

THINK It Out Session

11:30 am – 1:30 pm

Reusable Bag Lunch Distribution

1:30 pm – 2:15 pm

Speaker: Nancy Lublin, DoSomething.org
“Profits via Operational Excellence”: *Zilch: the Power of Zero in Business — How to Accomplish More With Less.*

2:15 pm – 3:00 pm

Speaker: Susan Packard, HGTV
“Profits via Operational Excellence”: *Growing Your Leadership Team to Optimize Operations.*

3:00 pm – 3:30 pm

THINK It Out Session

3:30 pm – 4:00 pm

Break

4:00 pm – 5:30 pm

CO-OP FS Shareholders’ Meeting

6:30 pm – 9:30 pm

Partner Networking Reception

House of Blues

WHAT IDEAS WILL YOU TAKE HOME?

TUESDAY, MAY 17

7:00 am – 11:00 am

THINK Registration

7:00 am – 4:00 pm

CO-OP Experience “Idea Lab”

Cyber Café

8:30 am – 9:00 am

THINK Prize Finalists’ Presentations

9:00 am – 9:45 am

Speaker: Jeanne Bliss, Lands’ End, Microsoft, Mazda

“Organic Growth”: *Becoming a “Member” Organization to Gain Greater Sales.*

9:45 am – 10:30 am

Speaker: Porter Gale, Virgin America

“Organic Growth”: *Connecting with Members via Social Media to Grow Organically.*

10:30 am – 11:30 am

THINK It Out Session

11:30 am – 12:00 pm

Box Lunch Distribution

12:00 pm – 5:30 pm

Children’s Miracle Network Hospitals (CMNH) Charity Golf Tournament

Meeting Point: Conference Entrance/Conference Porte Cochere

1:00 pm – 4:00 pm

CMNH Charity CHOC Event

1:00 pm – 4:00 pm

Meeting Point: Conference Entrance/Conference Porte Cochere

7:00 pm – 7:15 pm**

CMNH Charity Disney Backstage Tour
Gather for Group Escorted Walk by Disney Cast Members to Gala Dinner

Sequoia South Foyer

7:15 pm – 7:30 pm

Walk into Disney California Adventure™ Park

7:30 pm – 11:30 pm

CO-OP Awards Gala and Dinner, Announcement of THINK Prize winner, Evening Entertainment

Inside Disney California Adventure™ Park

WEDNESDAY, MAY 18

7:00 am – 1:00 pm

THINK Registration

7:00 am – 3:00 pm

CO-OP Experience “Idea Lab”

8:30 am – 9:30 am

Cyber Café

Speaker: Brett King, Author, Wealth Management Expert

“Selling Our Story to Non-Members”: *Banking 4 Tomorrow to Gain Greater Membership Today.*

9:30 am – 10:30 am

Speaker: Jeff Manning, Got Milk?

“Selling Our Story to Non-Members”: *Category Marketing to Gain New Membership.*

10:30 am – 10:45 am

Break

10:45 am – 11:45 am

THINK It Out Session

11:45 am – 12:15 pm

THINK 11 Closing and THINK 12 Announcement

Be the first to hear the exciting news for THINK 12!

*Attendees MUST be at meeting location by 6:15 pm in order to enter Disneyland® Park without a ticket. All sessions held in *Disney’s Grand Californian Hotel®* & Spa Conference & Banquet Center unless otherwise noted.

**Attendees MUST be at meeting location by 7:15 pm in order to enter Disney California Adventure™ Park without a ticket. All sessions held in *Disney’s Grand Californian Hotel®* & Spa Conference & Banquet Center unless otherwise noted.